FOR GCC LEADERS & PRACTITIONERS

Your GCC is doing AI.

Can it tell the story?

We built that.

...but what is it for?

THE NUMBERS

High activity. Low transformation.

95%

have AI initiatives underway

45%

have embedded AI across delivery workflows

83%

are mission-critical to their enterprise

17%

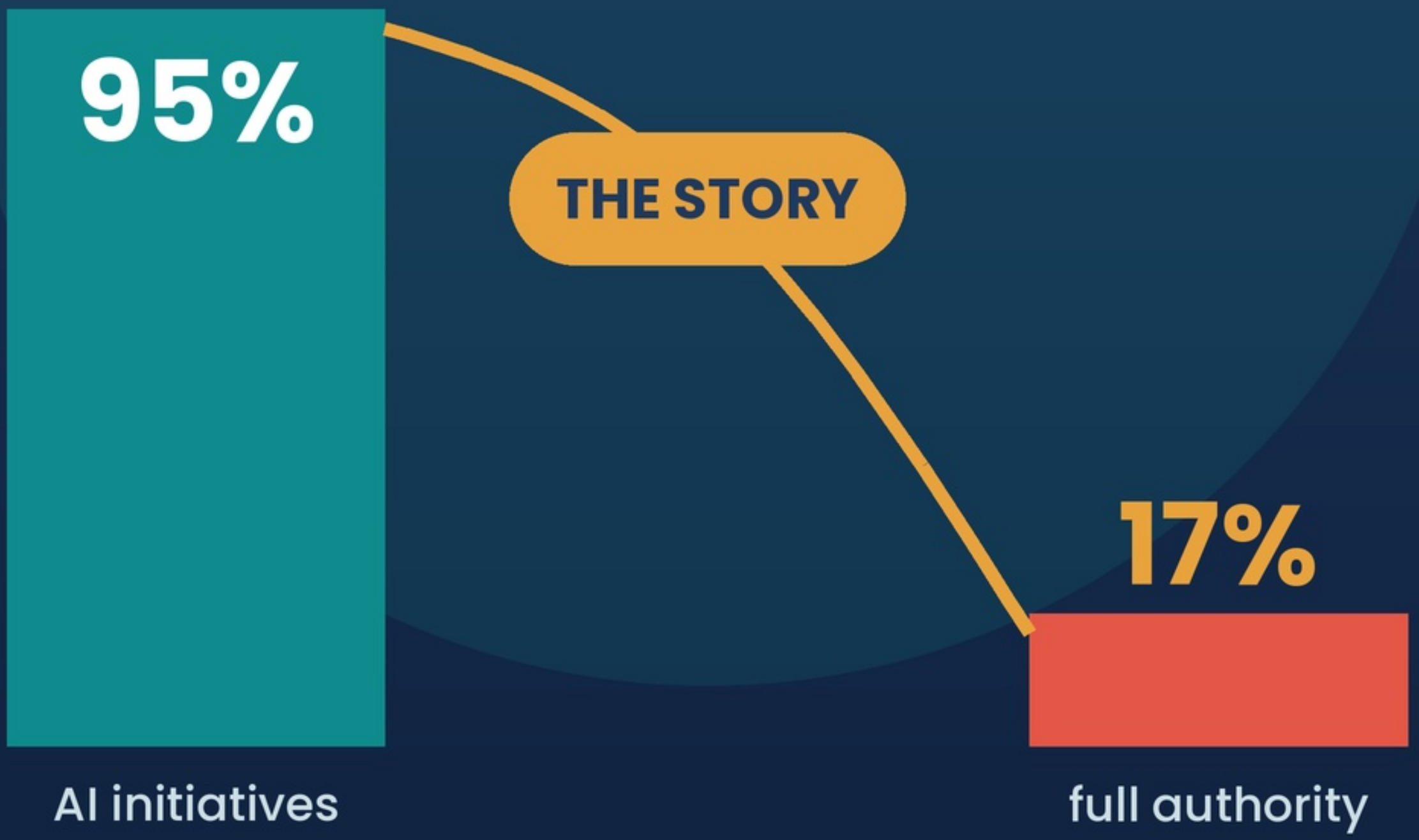
hold full decision and budget authority

Source: HFS Research with ANSR, HFS Generative GCC Index (47 India GCC leaders, May–June 2026)

SWIPE →

THE GAP

Activity is high. Authority is not.



The bridge between them is your AI story.

THE BARRIER ISN'T

~~TECHNOLOGY~~

It is:

The story 1

The authority 2

The operating model 3

Nasscom: more than 90% of early-career tech talent is AI-proficient or AI-native. The talent is arriving. The narrative has to catch up.

THE ACE-AI FRAMEWORK

Three questions. One credible story.

A — Ambition

Where are we going, and why is AI central, not an add-on?

C — Clarity

What changes, for whom, and what does it NOT mean for jobs?

E — Evidence

What can we show, measure and point to, honestly?

Ambition without Evidence is aspiration.

SWIPE →

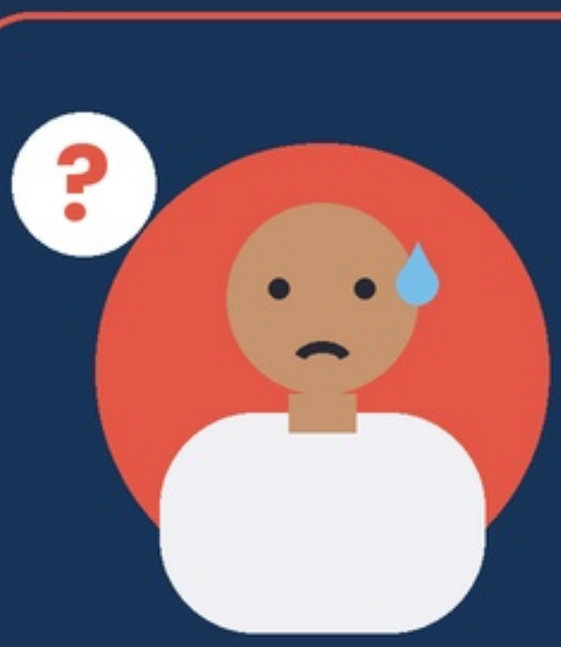
EVERY AI PROGRAMME MEETS

Five people.



The Sceptic

"Show me the proof."



The Anxious

"Will I have a job?"



The Overloaded

"Not one more thing."



The Enthusiast

"AI fixes everything."



The Leader Who Doesn't Model

"Do as I say."

Once you can name them, you can reach them.

WHAT GOOD LOOKS LIKE

Six markers of a GCC that has its AI story right.

- Leaders use AI visibly
- Employees can tell the story in their own words
- AI is linked to career growth
- HQ can name the centre's AI contribution
- Governance, not just pilots
- Adoption is pull, not push

THE VALUE GRID

One evidence base. Three languages.

HQ / Board

Strategic positioning

How does AI make us harder to replicate?

Functional sponsors

Business outcomes

How have quality, speed or cost changed?

Frontline employees

Daily experience

How has AI made my work better?

WHAT YOU WILL BUILD

Six things you keep.

1

A benchmark against the latest GCC evidence

2

Your ACE-AI Story Canvas

3

An archetype map with targeted messages

4

A six-marker scorecard

5

An AI Value Communication Grid

6

A one-page AI Story Brief for HQ

Plus 8 ready-to-use templates.

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The AI Story Every GCC Needs to Tell: The Masterclass

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